

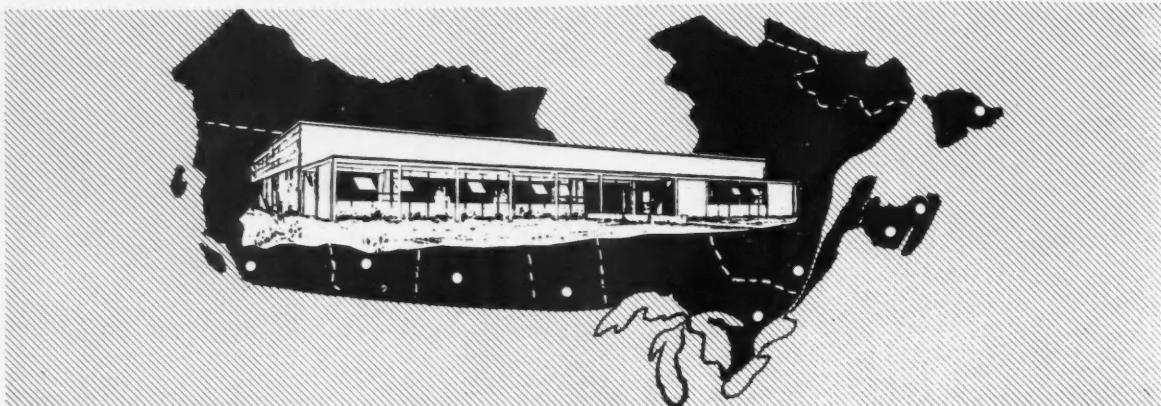
November, 1958

the Canadian Advertiser



TORONTO BOARD CRUISES THE HARBOUR . . . page 3

President-Elect Acceptance Address . . . page 6



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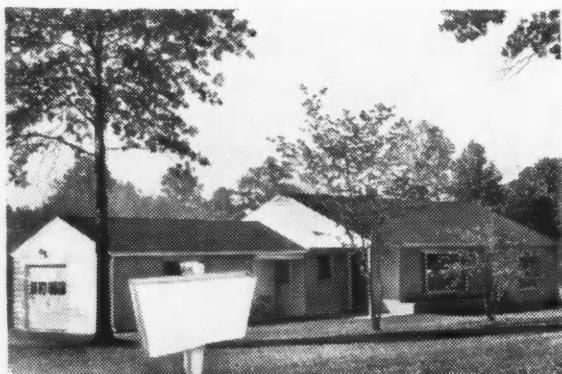
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* * * *

ABOUT THE COVER PICTURE

A boat ride into autumn tranquility (October 17th) provided a change of pace for some 350 Toronto Realtors, who took advantage of sparkling weather to tour Toronto's Harbour. Aboard the T.T.C. Ferry Sam McBride, the group explored all aspects of the harbour and the many changes being effected to provide for the increased volume of water traffic anticipated when the St. Lawrence Seaway project is completed. Mr. E. C. Hopkins, key figure in the development Branch of the Toronto Harbour Commission, was the commentator. His remarks were heard over the ship's intercom system.

Reading from left to right in the cover photo: Harry McArthur, F.R.I. Past-President Toronto Real Estate Board; W. H. Bosley, F.R.I. President of W. H. Bosley & Sons, Ltd., past-President of T.R.E.B. and also Toronto Harbour Commissioner; Mrs. Grace Leckie, F.R.I., Vice-President of T.R.E.B.; Raymond Bosley, F.R.I., President of T.R.E.B.

THE CANADIAN REALTOR is published monthly by Keith Watson Publications Ltd., 324 Gerrard St. East, Toronto, Tel. WA. 3-1121. Business Manager D. E. Chesebrough.



* *"It is well for a man to respect his own vocation, whatever it is, and to think himself bound to uphold it and to claim for it the respect it deserves." — Charles Dickens.*

1958 REAL ESTATE NEEDS SPECIALISTS

* The sale and/or transfer of Real Property is Big Business in Canada today. It has become so diversified that a crying need for specialists is becoming more and more evident.

* In the past five years several Canadian Brokerage firms have amalgamated in order to bring under one roof the brains and experience of real Estate specialists.

* Those Realtors that remain in the comparatively simple strata of Residential sales require little more than the basic knowledge of function. However, the Broker who strays from this segment into the embroilment of trade-in homes, lease-backs, foreign investment real estate, and land development, is faced with the momentous chore of educating himself as fast as possible. If he blunders into these more complex deals without prior knowledge, he soon finds himself bogged down. If he prepares himself first, the chances of success are strengthened.

* Fortunately both the American and Canadian Associations have kept pace with modern Real Estate trends. Several courses are offered the student Realtor — some of the broad nature and others for the specialist.

* The ability to appraise, we might say, is a must. A Realtor that knows the complexities of this specialized Branch of Real Estate is pretty well capable of handling any Real Property transaction.

(Continued on page 18)

Vol. 4

November, 1958

No. 11

INDEX

Need for Specialization, editorial	3	Public Relations	15
Selling Real Estate today	4	Monthly Co-op Review	16
President-elect D. H. Koyl's address	6	Co-op Statistics	17
Move over Men	8	British Columbia	19
Advertising & Promotion	10	Coast-to-coast	20
Ontario co-op revision	12	Conference information	21
Ontario Co-op listings	13	Person to person	22
Appraisal Institute	14	Real Estate Directory	23

Subscriptions rates: Canada, British Possessions and the United States of America — \$5.00 a year. Authorized as second class mail, Post Office Department, Ottawa.

SELLING REAL ESTATE TODAY

By W. H. SHORTILL, B.Comm., F.R.I.

In the first two installments Hugh Shortill has given us the pitfalls in selling real estate and has offered some astute ideas of how to avoid them. Here now is the final article:

Final of 3 Parts

In the preceding chapters I have mentioned that you must be alert at all times. Take advantage of every opportunity however nebulous it may seem at the time. A good axiom to follow is: "Plan your work and, work your plan!"

Be a rubber ball. Bounce back after discouragements and rebuffs. If others are selling actively you can. There is no alibi. Don't fool yourself. Strive to like people. Cultivate the lawyers, the trust companies and your competitors. See the best things in your buyers and your sellers. Will Rogers once said, "There was no man he really disliked. He could always see the good points in someone." Strive to keep the common touch, and this may be difficult if you suddenly start to make a lot of money, or have a lot of business. A few prospect don'ts: Don't be prejudiced. Perhaps the man in the poor clothes has more money than you believe. Don't rely on the telephone — go and see them person to person. Don't fail to live up to your promises. If you fail you make an enemy. Be very chary how you give out promises. Don't fail to give the owner your name — he may wish to call back and if its a large and busy office some other lucky salesman will perhaps get your client, and quite rightly. Tell the builders prospects to whom you have submitted their homes.

Tell the vendors whom you've submitted their homes to, and never tell a prospect simply to drive by and give you a call. Don't give out the address. This in my opinion is the worst form of salesmanship. Don't suggest lower price automatically over the phone when you first contact the client. Let's wait to see first if they like the house. It makes it more difficult for you to close the sale.

Selling a Challenge

Selling real estate today is a real challenge. In selling a home we must compete with luxury goods, and I am not thinking primarily of the automobile which today is not a luxury but rather a necessity. We have had tight money, but it would look to me as though it will loosen up. Prospects have been hard to get. Listings have been hard to move. I think, however, that the market will steadily improve as the dollar shrinks in value. This will be our greatest house-building year. I understand there will be a minimum of 140,000 houses built. Savings accounts are at their all-time high in the United States and Canada. The automobile companies have coined a slogan, "You auto buy now". Certainly we should strive to get people to buy a home NOW.

Take Long View

What a country we live in! What a wonderful business we work in! I have asked you to take the long view vs. the short view. The short-view salesman tries to outwit his clients, the long-view salesman tries to make



HUGH SHORTILL

a friend of his clients. Your opportunities today are the greatest in our history, the greatest deals are yet to come. The recession is fading. People are not over-extended in the stock market. Mortgages are being reduced constantly. We are in for a tremendous boom in the early sixties. Perhaps you saw the other day where C.M.H.C., out of hundreds of millions of dollars worth of loans only had seven foreclosures. I suggest to you that their credit restrictions were too high. I remember once they fired the credit manager of a large company I was with because his credit losses were too low. I'd hate to think we are paragons of all the virtues. We make many mistakes in our office. Everything we've learned, we've learned the hard way, but perhaps these thoughts may save you some time, may make you more sales, will help you lead a fuller life, have real satisfaction from contented prospects.

Old-Age Security

You make your own old age annuity. This is the only business I know of where the older you are the more your earning power should be. The

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greatest salesman in the business in both Canada and the United States, many I know of, are over 70, 75 and even 80 years of age. They estimate it takes five to ten years to train a good salesman in our business, and yet many salesmen expect to learn the business in three to six weeks. There are advantages and disadvantages to our business; the hours are irregular, the pay is irregular, but against that you are your own boss. There is no ceiling to your potential earnings. Results are up to you. Our earnings are far larger than similar types of salesmen earn. Plan ahead. These are good times. Money is plentiful. There is more building, more people moving around. The average family is moving now about every four years, I understand, in the United States.

Lots of Room for You

Canada is projected to have 27 million people in 1980 and 54 million by the year 2000. Sell a stake in Canada. Sell a home. Swing renters to buyers. They develop pride in the community, their home and school, the church, they take part in local activities. Sell happiness.

Our sister association in the United States, NAREB, has a new slogan and it is "Buy a home first". Sell a home rather than a house. Sell security, sell protection for old age. I'd like to suggest you take part in all

phases of real estate. Take part in your local Board activities, and in our million compared to 93 million last year. Your Toronto Board membership is now approximately 2,600, your C.A.R.E.B. membership is 8,900. One average sale in the Board pays your yearly fees for many years to come. As you know, our average is over \$15,000 and your commission if sold would be about \$408.00 or if you sell it in your own office, over \$750.00 odd dollars. Your fee pays your membership in three organizations, namely: local, provincial and C.A.R.E.B. If you want to make better use of your time get to the office at 8:30 rather than 9:30. You will pick up an extra half day a week. Pay more attention to your personal appearance. Try to be prompt. Try to arrive for appointments five or ten minutes ahead of time. This gives you a chance to look over their home, their furniture, their mode of life. I suggest we could all double our selling capacity. It has been estimated by people who have studied the situation that most of us only use about 25 per cent of our capacity. I'd suggest we all read our daily newspapers carefully. They're a great source of prospects and vendors, particularly for people moving in or out of the cities. I do not think, as I stated before, there is any recession. I think it is a state of mind. You can be as active as you wish to be in real estate.

successful than if you take frequent holidays. If you make some money now you can travel a little in later years. Broaden your outlook, it shows you how other people live. Use your public library. Broaden out your thinking. Be enthusiastic. You are selling the greatest commodity on earth, the greatest hedge for inflation. Remember what J. C. Downs of Chicago said, a dollar's worth of stocks at the end of 1956, within 14 months were worth 60 cents. Blue Chips stocks sold at 87 cents, whereas, real estate had gone up four cents or 1.04. C.M.H.C. showed real estate costs in 1956 went up between 11 and 12 per cent. By 1957 the \$20,000.00 house in twelve months had gone up over two thousand dollars.

Real Estate a Must

No business can get by without real estate. Everyone in my opinion is glad to see the real estate salesman, whereas the reverse hold for the insurance salesman. Insurance salesmen are famous for getting poor receptions, and its a pity — everyone needs life insurance. Real estate is our greatest source of wealth. As I said before, our dollar is slipping about 5 cents a year. The great fortunes of the United States and Canada, and in fact, in England, have been founded on large acreage and the holding of real estate down through the years. The best thing for our community is to create more property owners. It is estimated 66 per cent of Canadian now own their own homes; in the United States the average is about 60 per cent. Sell Canada to more Canadians. Your Owners can't lose with continued inflation as I see it. ■

*We only use 25%
of our ability*

three associations. By 1960 CAREB should pass 10,000 members across Canada. This present year, 1958, we are running about 9,000. There is a definite need for organization. The home owner with a stake in the community on the local level makes the best defense against the isms. Look at the turmoil in France. I don't think we have had a recession in real estate in the past two or three years. Toronto is second in the world in co-operative house sales. I think this year we will hit a figure perhaps of 140

Treat Clients Fairly

Let's try to be fair with our prospects and our competitors and let's be optimistic. Be co-operative on a co-operative sale. You get more sold signs erected, and you'll get more listings . . . even though you didn't sell the property yourself. Strive to have an open mind and try to always leave the door open. You may have to go back the following week to the same person. Always be busy. When you work, work. Put in a ten-hour day, five, six days a week and you'll be bound to be more

• A gentleman never borrows a lawn mower that is too heavy for his wife to push.

• • •

• The man whose ship comes in usually finds most of his relatives at the dock.

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PRESIDENT-ELECT ACCEPTANCE ADDRESS

Donald H. Koyl, President of Koyl Agencies, Saskatoon, and 1958 Vice-President of C.A.R.E.B. is the 1959 President-elect of the Canadian Association Real Estate Boards. The address herein printed was Mr. Koyl's Acceptance speech during the closing moments of the 15th Annual Convention held in Montreal September 20th to 24th.

"It is a genuine honor to have been selected as your President. The election to the presidency of a professional or trade organization is the sincerest compliment ever paid to an individual—for one reason only—the election is made by that person's competitors. With such a compliment, though, you challenge a president to give the best that is in him.

Sustained effort is sometimes difficult, occasionally good-will is difficult to maintain, but if this Association is a little better at this time next year, if the Canadian citizens knows a little more of our aims for their protection—a contribution will have been successfully made to go along with the successful contributions of my predecessors.

This Association pledges its faith in Canada and the right of each Canadian to seek his or her own life within the framework of unrestrictive laws and to the individuals right to become part of this Canadian heritage in such a manner as seems best to him.

The program of activities for this association for 1959 has yet to be finalized. Certainly a well considered plan of action will be sought to bring concrete results, and with the quality of executive you were kind enough to elect to work with me it won't be necessary for me to work. When a definite plan of action does exist Committee chairmen will be selected for their ability to get things done and for their ability as self starters.

Over the past 50 years all our thoughts, sometimes unconsciously I'll admit, but all our thoughts have been directed toward a professional status for our Association.

When we adopted our first Code of Ethics and each time it was amended we worked toward professionalism.

When a member board first started an educational program, weak though it might have been, and later as we came up with a national educational course, we came closer to professional standards. We have turned out our first graduates. We have I think two more goals to seek in Education. One—to encourage undergraduates in the study of RE subjects. This has started at the University of British Columbia. And second—we have a crying need for standardization and correlation of the less major educational program across the country. By this I mean local boards have given some outstanding leadership in primary education, but many times we see their spade work duplicated in some distant city. Does not—therefore—a field exist within CAREB for a committee to gather this information from various boards, correlate it and make it available in Precis and lecture form for use in other boards? With this in operation I believe that the time would have arrived for active study by a special CAREB committee of the steps necessary to seek the formal status as professionals.

Nine tenths of what we do is done

"An Executive is a man who got brains enuff to get someone else to do a job he Hain't got brains enuff to do himself!"

(In Al Capp's L'il Abner cartoon strip this year the following phrase appeared "A Executive is a man who got brains enuff to git some one else to do a job he Hain't got brains enuff to do himself").

in unconscious conformity with group habits developed long before we were born.

Where a Real Estate Broker or Agent comes into the business without preparation, as it is still possible to

do in some Provinces, we have people unaware of a code of ethics within the business, and so under some circumstances breaking our rules without knowledge. And for this reason, minor education less profound than our CIR course needs to be sorted and made available to the local board.

Most of the time personal standards are kept in line by conscience, but if not aware of the boundary lines of discipline a broker or salesman cannot always be blamed for stepping over the line. The acceptance of responsibility by these people is available to us; our rewards and theirs will perhaps not be in power or money, but in self-respect and public respect for our organization.

We in this Association are becoming more and more proud of the quality of salesmen being presented to the public. And certainly as the local board grows in stature better education of the new salesman starts to show results.

DON'T IGNORE LESSONS OF EXPERIENCE

A business paper a few months ago said we spend much of our lives getting ready for something. Either by study or experience. Responsibility is only successfully accepted when knowledge is tempered by constructive use of experience. Ignoring the lessons of experience has lead many people to trouble and even bankruptcy.

"Fortune Magazine" said, "A man is only successful when he graduates from being a manager with broad experience to being a manager whose broad experience has developed his judgment.

To the younger people in the Canadian Association who are ambitious, I would like to point out that the knowledge of others can save you years in assembling experience. The leaf—from the experienced brokers book is available to you in our CIR course. Experience is not wisdom but material with which to think. The course of study offered you in CIR will enable you to apply your knowledge to studying the next job ahead. Therein lies the ability to be a master in your job.

You tap within CAREB in addition to the formal course—you tap the accumulated experience of all your fellow members. This awaits you—use it and if you as members feel that this information is not readily available to you, we in the executive will welcome your suggestions as to how

it might flow more freely. I promise that every suggestion to serve you better will receive honest discussion at the executive level.

Successful organization of associations such as this must originate from individuals, and hence local boards, who must forever be allowed to create and operate their own projects — with this — the senior organization, giving guidance, gathering information and providing a minimum of control. We at the national level must provide the services for successful local operation. The well run organization consists of our 60 odd groups integrated into an harmonious whole for common purposes, but with the local board doing the things it wishes to do in its own way so providing this scope for self-expression. Which in turn provides your National organization with the thoughts and purposes for its future growth.

When we go into this business we all become basically thinkers and doers. We are thinkers not because of formalized training, but, because we believe our standards in the real estate business can be improved by seeking good ideas and putting them into practice. Along with this we need to think out the long term effects on society of our actions. The gambling instinct of the Salesmen who are not gambling in the sense of money, but in the willingness to try things is needed. However it is my firm conviction that education can provide an atmosphere for these instincts to mature at an earlier age than in the past and so convince younger people that here is their field. The gambling idea will then become creativity.

THERE IS NO SEEKING A "FICTITIOUS DIGNITY"

We are basic in our business, we provide a necessity to life itself. Our largest institutions invest heavily in Real Estate. We have proven over the years that we are conscious of our responsibilities to society as a whole. We now can attain higher qualifications among our members, by organizing the knowledge that awaits gathering and dissemination. As Herbert Nelson, longtime Executive Vice-President of NAREB once said, we do not seek a "fictitious dignity". We are ready — we don't have to raise the standards of the Realtor any higher in the near future — but — let's be sure that we live up to those standards we have set.

I hope that during the coming year our executive will see fit to appoint a committee with the sole purpose of

providing this Association with a chronological list of the steps necessary to set up a professional organization and further, to provide the executive with a timetable to institute the steps involved. The time has come for such a move through the solid work of past executives. We perhaps have not quite arrived, but certainly we are close enough for such a study in preparation for our future.

I believe that Real Estate and its future depends on basic freedom from government control. If a saturation in housing is coming it will be found in NHA class housing. I believe that today we here in Canada can today be accused of providing housing for the government mortgage market and not for the home-owner.

Somewhere there is a solution to this problem and I feel it lies in a closer liaison between our organization and the home builders. I hope during 1959 my executive will seek the start of liaison between their organizations and this. Don't get me wrong, I don't anticipate anything more at the start than perhaps an exchange of speakers, and perhaps at our next convention a panel discussion on "Selling for Builders".

It has to come and as we go forward we must remember to build the respect, goodwill and confidence of those with whom we deal.

The next six months promises to bring unemployment into the picture rather sharply, but with the winter employment projects barely started last winter ready to roll when cold weather layoffs come, Canada will snap back faster than 12 months ago. Money has relaxed so construction will flow as well as our Canadian winter permits.

There are two strange phenomena currently present in the Canadian

financial scene and posing problems for economists and their predictions;

1. Unemployment is high and yet consumer prices are at their highest. And the question is will labor trigger the recession into a depression by forcing prices to a point where more unemployment is created by further buyer resistance, or will producers be able to, through efficient labor, be able to soften prices to overcome buyer resistance. It seems to me we are at a critical point in the cost price squeeze and the coming three or four months will tell the tale.

MID-NOVEMBER

A KEY

The second strange thing in our economy has been the extreme stability of the Stock Market through a so-called recession. Watch the next two months — if it remains static to mid-November no depression is going to result.

Any business downturn that may have existed in this or allied businesses the past few months has slowed. Definite signs exist of an upturn in commercial lines for the last quarter of 1958. The U.S. recovery is essential to our exports, and with this taking place substantial improvement in capital expenditures within Canada can be expected.

There are some other strange influences at work, but the shallowness of any recession that exists is a hopeful sign. With the large amount of construction in the industrial and commercial field in recent years, those fields became close to saturation and even the shallowest of recessions created vacancy and the appearance of trouble in those two fields.

(Continued next month)

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MOVE OVER MEN



Your Editor decided two months ago, to do a study on women engaged in the sale of Real Estate. Our investigation uncovered some enlightening information. We pass this on to you, and, while you're reading it . . . Move over men!

It may come as a surprise to most our Realtors, to learn that there are plenty of women actively engaged in Real Estate practice. Ontario alone shows over 400. In Toronto there are 16 registered women brokers and 253 saleswomen. The rest of Ontario has eleven brokers and approximately 200



Miss J. D. MCLEAN

saleswomen. To head it all, the 1958 C.I.R. final year of the three-year course showed a woman taking top honours. Miss D. J. McLean, an Ottawa Realtor, took four firsts and graduated tops in her class all three years!

In Toronto, Mrs. Grace Leckie, who has her own business in Toronto's North End, is Vice-President of the Toronto Real Estate Board, and member Women's Council N.A.R.E.B. of America.

In Vancouver, Triangle Realty Ltd., has three women as partners with six women as additional sales staff.

W. Gordon Johnstone, President of the Detroit firm of Johnstone & Johnstone, claims that over half of his staff is on the distaff side. Out of 75 sales force, 42 are women. He says "They are absolutely indispensable . . . we wish we could find more!"

Vice-President and Realtor, Mrs. Leckie was quoted recently in the Toronto Telegram. She said, "A woman is particularly suited in selling homes. Many times we have shown homes to men, and their invariable response is that they must bring their wives around to have a look at it."

Because the woman spends almost all of her time in the house, she often has the deciding choice in the accommodation to be purchased. "A woman realtor can often point out the advantages to a wife much better than a man because she can envisage what she would like in a home," observed Mrs. Leckie.



Mrs. GRACE LECKIE

Mrs. Edna Kirby of Young and Biggin, Toronto realtors, chairman of the women's committee of the Toronto Board, said that women take up real estate as a career from all age groups. Many are widows, who do not necessarily need the income, but want some definite interest," she said.

"And yet we have many young girls who start selling real estate just as they would take up a career as a nurse, saleswoman in another field, or become stenographers."

"A man is interested in the mechanical installations in a house such as plumbing or heating and whether there are insulation, storm windows and so on. The wife is concerned about the kitchen equipment where she spends most of her working time," said Mrs. Kirby.

"Layout also plays an important part because it means saving steps doing normal household chores. A saleswoman can point out many more of these features than men."

Out in Vancouver, the Vancouver Sun suggests its a

Woman Who Buys Man's Castle

A man's home may be his castle but it's usually the woman who buys it.

"Invariably, it's the woman who wants to move and — one way or another — she's the one who usually buys the new home."

While we're still in British Columbia lets stop off at Kamloops. Mr. Pyper of J. R. Pyper Ltd. has taken a woman on his staff. In five short months Betty Beech has made inroads into the Real Estate profession. Mr. Pyper says: "Our experiment is proving very profitable!"

The Toronto Star heads up an article:

"Men, head for the hills — but make sure that those hills aren't worth much as Real Estate values!"

The Star quotes:

Another field is threatened by the world of women — it's the business of real estate marketing. And a prime example in the Metro area is Annette Cottrell, of Annette Cottrell Ltd.



"It's not all business in our lives" says Mrs. Marianne Linnell who takes time out to instruct Zazu Pitts, star of Motion Pictures and T.V., on the finer arts of cake baking. We only hazard a guess, the reason for Zazu's visit to Vancouver, when we assume that her "ship" was in Burrard Inlet during the Gale Storm show? Mrs. Linnell is third partner of Triangle Realty Vancouver.

A 43-year-old widow who has been in business in the Toronto area for five years, she has two salesmen working for her in her specialty of land sales.

"I feel real estate is a good field for women, but they must have a lot of time to devote to it. In fact, you have to be dedicated," she explained.

In her experience, she feels that "women might be a little more meticulous than men as to details and a little more patient."

"Men are more likely to become impatient than women," she claimed. "They get their dander up when things aren't going well."

Women are becoming increasingly evident in the house-selling side of real estate, said Mrs. Cottrell, although she herself has changed from that field to buying land from farmers for sub-divisions. And lately, she has become interested in buying land for industrial developments.

Feels Women Have Edge

She feels that women often get along better in real estate work than men "because they accept things as they are."

She sold \$3,000,000 worth of prop-

THREE ISN'T A CROWD



JOSEPHINE ASHDOWN



EDITH WOODSWORTH

This picture of Mrs. Josephine Ashdown, partner in Triangle Realty, appeared in the Winnipeg Tribune in 1951 when she accepted on behalf of her mother Mrs. W. T. Allison, a life membership in the National Council of Women.

Mrs. Edith Woodsworth shown above right, another partner of Triangle Realty tells us that their firm now employs six sales-women. "We're sticking to this policy, as our firm, specializing in residential sales, is a strong forte for saleswomen."

*"The hand that wields the
lipstick, rules the
shopping world."*

— Station KOIN-TV

erty for one client. "He kept coming back to me for other work because he said I always tried to get what he asked for rather than come back to him telling him he should do something else."

Mrs. Cottrell likes to deal with farmers because she once lived on a farm in Alberta. "Farmers are the same as everyone else," she says, "except they seem to be a little sharper."

Her work days, like those of so many other real estate people, start at 9 a.m. and often extend to midnight.

"But you really get interested in your work. Metro Toronto is such an exciting area. It's expanding and so much is going on that I don't consider it to be work."

Though she has little time for recreation, Mrs. Cottrell owns a 200-acre farm in Grey county on which she has a cottage and 100,000 Christmas trees.

"I slip out there for week-ends when I can and that seems to be all the rest I need."

Out in Dallas, Mrs. Ebby Halliday one of the biggest real estate Dealers in Texas, thinks that her field offers an "unparalleled opportunity" for women over 40.

In fact, she said, a mature woman has the advantage over a younger woman in real estate.

"After all, a real estate transaction is a big piece of business," she says. "The client must respect the woman's ability to handle the financial part of it."

"I think the mature woman can command such respect—and she has a talent for knowing what other women want in a home."

Mrs. Halliday was president last year of the Women's Council of the National Association of Real Estate Boards. She now is vice-chairman of the National Association's membership committee.

She worked for a Kansas City department store before she came to Texas 12 years ago. She has four offices in Dallas and handles a large part of the city's residential buying and selling.

"I grew up with the community," she said.

What she means is that she began business on the growing north side of Dallas after World War II. Business

(Continued on page 18)

3rd OF TEN ARTICLES ON Advertising & Promotion

By WES MITCHELL

sam the peanut man

Every time I hear someone mention the power (or lack of) Advertising I always think of the little story of Sam the Peanut Man who, day by day trundled his little cart around town, barely eking out a living, yet completely happy and carefree.



As he was a proud old man, thoroughly steeped in old-fashioned ideas, he would not take kindly to any suggestions for business betterment.

A friend, rather than offer the old fellow financial aid, ran a few small ads in the local paper, "For the finest, crunchiest, mouth-watering peanuts you've ever tasted, why not stop 'Sam the Peanut Man' next time you see him?" Sam's business increased to the point where he had to buy a newer, larger cart. Soon even that wasn't enough. Business became so great he had to arrange 'drop-offs' (deliveries from his suppliers) during every working day. That meant bigger book-keeping chores . . . laying out daily itineraries and other head-scratching work.

He got so he guarded his wealth quite jealously. He greeted everyone with suspicion. He started to argue politics, became unfriendly with the kids, beat up his wife and, eventually went whacky!

Advertising is an effective instrument if you study all its complex factors. Most people today accept advertising as a way of life. Many of those who have occasion to use advertising really aren't too concerned with the ramifications involved. If the average layman writes an ad, he is following a pattern used either by his predecessor, that which he has noticed someone else using, or the established method used by the medium in which he is advertising.

Several personal years in the Ad sales profession has indicated that the advertiser has pre-conceived ideas of how he wants his ad "laid out". Quite often these notions are faulty. His idea of a good ad is one in which he takes delight in reading . . . not the way his audience would like to read it. A good Ad man therefore must be almost schizophrenic in that he must put his thinking on the other-side-of-the-fence. He must write good copy, yet be able to proof read it as if he were a potential customer.

tising can be constructed by yourself, and, put to work effectively.

Advertising has a different meaning to different people; i.e., a woman studying a grocery ad for her weekend shopping . . . a man reading a new car Ad . . . a youngster seeing a T.V. program of a breakfast cereal.

Forms of Advertising

Market functions indicate the form in which Advertising will take, in the movement of goods from Manufacturer to consumer. The forms that link these two terminals can be classified as follows:

1. *Industrial Advertising*: You have never had dealings with John Bolt's Screw & Gear Company, yet he is well known in the trade. He chooses to advertise in Industrial magazines because he is primarily interested in having his story read by the manufacturer.
2. *Professional Advertising*: A manufacturer of say, 'rock-wool', will advertise in a Professional Architect's magazine because he hopes to influence this profession in advising his product to the contractor.
3. *Trade Magazines*: A dealer sells his products, granted, but he also must buy. We assume that he reads the trade journals to which he subscribes. The manufacturer or Broker aims a sales pitch at him thru' this medium.
4. *National Advertising*: Here you have Advertising in which the seller wishes to create brand familiarity. He advertises in many medias with the intention of in-

PROPER AUDIENCE SELECTION COULD MAKE MONEY



If he is well trained (50% of practicing ad men are not) he can produce lay-outs and good copy, to do a workable job.

It is therefore our purpose to give you a few hints on how good adver-

flueling his market. As an example: you have never done business with Purex but you know of their Dutch Cleanser. You probably know no one at Imperial Tobacco Company but you

smoke their cigarettes. There is little likelihood that you've had a sticky handshake with a LePage's salesman but you certainly have heard of their glue!

5. **Retail Advertising:** This is the local type advertising where you appeal direct to the consumer with whom you wish to do business. In National Advertising for example: Adam's Hat company will say "You can pay twice as much for a hat but . . . you can't tell it from ADAM." This is brilliant copy, which has established brand identification. The retail clothier's Ad will tell you where to buy an Adam's Hat.

You don't advertise ladies' nylons in a builder's magazine!

6. **Mail-Order Advertising:** Here you have a merchant or manufacturer by-passing retail outlets, by advertising direct to consumer. It identifies both the company and product.
7. **Advertising for leads:** Here the merchant or Broker attempts to get your interest in his product by asking you to write in, or fill out a coupon. He may offer a catalogue, literature or perhaps a small gift. Once he has your name on file, he knows with a fair degree of certainty that you are interested in his offerings. He may follow up your reply by sending a salesman

around, or put your name on a mailing list for future promotional material.

These broad forms of advertising now can give you a picture that encompasses the entire Advertising field.

Audience Selection

By no stretch of imagination would you sell Ladies' nylons in, say a Builders' magazine. Nor would you sell Aunt Jemima pan cake flour in popular mechanics. You wouldn't sell Diamond drill bits in a newspaper, nor Mack trucks in a comic book (except under special circumstances, more about this unusual type advertising in later instalments).

- c. marital status
- d. location
- e. occupation (what income group do you wish to appeal to?)

With this framework you can determine a media that covers the proper corporate classification in which your advertising is directed most effectively.

The big problem with you is, what medium of advertising can I use to best advantage. One that will give me the biggest SELECT AUDIENCE?

What do we mean by this? Say you wish to Advertise a \$1,000,000 Factory. If you decide to advertise it in your newspaper, you must remember that out of — for example 100,000 readers, there may be only two or three men that are capable of swinging a deal of this magnitude. You therefore seek a medium whose rates are correspondingly the same as your local newspaper, yet gives you a select audience. An audience of Corporation executives.

If you have listed a plant that could be converted to, say a cosmetic house, tire plant, heavy industrial goods, then you might use a trade journal that caters to the trade which you are aiming for.

"Canadian Advertising" is a book published quarterly, that lists every advertising medium in Canada, and there are literally thousands. This book may be purchased for \$2 by writing MacLean Publications Ltd., 481 University Ave., Toronto.

Audience selection therefore is important to you when you are determining your cost factor against the select audience you wish. Your decision of media to be used would then only come because you have particular knowledge of the best medium in which to advertise. This demands common sense plus a little foreknowledge.

Receivers of Advertising

Break down your audience as follows:

- a. Sex
- b. age groups

Next month's instalment will include the stages of advertising, 5 essential points of good advertising, and, 'Opera AIDA'.

The figures listed below are no use to a Realtor other than to satisfy a possible curiosity. Perhaps you too have wondered just what kind of money the big Advertisers dish out in yearly Advertising. The figures shown below are for the period January to June this year.

Top 15 Advertisers	T.V. & Radio	Printed & General	Total
1. Proctor & Gamble Co.	\$24,991,781	\$ 5,010,239	\$30,002,020
2. General Motors Corp.	11,155,312	15,955,896	27,111,208
3. General Foods Corp.	10,503,849	3,859,784	16,682,633
4. Colgate-Palmolive Co.	10,320,121	5,828,865	16,148,986
5. Ford Motor Co.	6,717,999	7,035,562	13,753,561
6. Chrysler Corp.	9,577,069	3,927,696	13,504,765
7. Lever Brothers Co.	10,288,263	2,509,376	12,797,639
8. Bristol-Myers Co.	8,591,929	3,818,318	12,410,247
9. American Home Products Corp.	8,804,618	2,700,264	11,504,882
10. R. J. Reynolds Tobacco Co.	7,761,351	2,838,227	10,599,578
11. American Tobacco Co.	5,843,424	4,565,366	10,408,790
12. General Mills, Inc.	4,436,251	4,941,709	9,377,959
13. Gillette Co.	7,500,972	884,725	8,385,697
14. General Electric Co.	2,711,672	5,431,327	8,142,999
15. Kellogg Co.	6,041,766	1,592,216	7,633,976

BURNABY FORMS BOARD

John Haddy of Gilley Real Estate Ltd. was elected president of the newly-formed Burnaby Division of the Vancouver Real Estate Board at a meeting at the Lougheed Hotel, September 17.

Other officers elected were Andy Andersen of Jacobson Andersen Realty Ltd., vice-president, and M. J. Wenaus of A. B. Wenaus & Sons Ltd., James Owens of Owens Realty Ltd., Bud Toppings of Ellis, Toppings & Olson Ltd. and Dorothy Hargreaves, branch manager of H. A. Roberts Ltd., as directors.

Twenty-eight members of the new group attended the meeting. Charlie Brown, vice-president of the V.R.E.B., installed the officers on behalf of the Board.

Similar divisions of the Board already exist in North and West Vancouver. Approval of the formation of the Division was given last month by the directors of the Vancouver Board.

CON GAME BILKS REALTOR OF \$10

A fresh twist to an old con game has been reported to the Vancouver Real Estate Board office by Realtor A. Liberto of Liberto Realty, Commercial Drive, Vancouver.

According to Mr. Liberto, a prospect assuming the name Ed Ziemel offered, on August 7, to purchase a home listed with MLS and made out a \$500 cheque, which turned out to be false as the bank stated, "Mr. Ziemel requested a loan of \$10, which was given him by Mr. Liberto, and which, needless to say, was not paid back.

In a letter to the Board reporting the transaction and warning other Realtors, Mr. Liberto expressed the opinion that the man "is going about obtaining money under false pretences", and described him as 5 feet, 9 inches tall, about 50 to 55 years of age and heavy set.

-
- The trouble with some marriages is that both husband and wife are in love with the same woman (or vice versa).
 - Children are people who haven't lived long enough to want to stay that way.
 - A little knowledge is not so dangerous as the man who has it.

ITS ALL NEW... ALL OVER AGAIN!

ONTARIO CO-OP REVISED TO BENEFIT ALL ONTARIO BROKERS

The Directors of the Ontario Association of Real Estate Boards meeting in Hamilton October 30th gave approval to a major revision of the Ontario co-op listing system. This revision will become effective December 1st, 1958. The changes are being effected to increase the scope of the Provincial system. This will permit a better exchange of listings, with resultant co-operative sales.

Major Change

The one major change will be in distribution. Hitherto, only O.A.R.E.B. Brokers received listings. Now the Ontario co-ops will be mailed to 5,700 or more Brokers AND SALESMEN Members of O.A.R.E.B. This will mean that your listings will be read and analysed by a sales force that is now selling between 80 and 85 per cent of all real estate sold in Ontario. (altho' the members of the O.A.R.E.B. represents only 60% of all licensed personnel in Ontario Real Estate, nevertheless these same 60% are responsible for up to 85% of all sales.)

Rules and Regulations

A copy of the rules and regulations of the O.A.R.E.B. co-operative listing system will be enclosed with the first set of listings after December First. (Rates and commission structure will also be included in December First mailing.)

Frequency of Distribution

For the present, you will receive Ontario listings once per week, enclosed in your local listings envelope. Later, when our new co-operative system takes "hold", we shall increase frequency of mailings to twice per week, or more.

Co-op Listing Forms

Members of the Association will continue to use the regular forms, which are obtainable from your local Board, or by writing or phoning

O.A.R.E.B.,
109 Merton Street,
Toronto 7 HUDSON 1-5191

New Procedure

After the first of December, all Ontario Association Co-op listings will be mailed with, and form part of the listings you receive from your local Board. This will assure you that Ontario listings will reach you promptly. To identify your Ontario co-ops from your local board co-ops, a different colour will be used.

Types of Listings Best Suited

You will not only place your O.A.R.E.B. listing in front of your local Board members, but will also assure a coverage of one of the widest and most concentrated distribution in the world. This wide, and selected sales force assures you of attention from border to border. The co-op listing system should prove invaluable for the following categories: Vacant Land; Farms; Motels, Hotels; Industrial Properties; Commercial Properties; Country Estates; summer properties and of course residential listings, both rural and urban.

A prime example of a property which could be effectively listed with Ontario co-op would be a property lying just outside your area, but which borders one partially serviced by another local board. For example: the thirty mile area between Hamilton and Toronto, densely packed, with hundreds of various properties on the market, and much sought after by buyers from all over Canada — is serviced by no less than six member boards of the Ontario Association.

Active liaison, using the O.A.R.E.B. listing system will assure you maximum coverage of this lucrative field.

Ontario Association Of Real Estate Boards

CO-OP LISTINGS EFFECTIVE IMMEDIATELY

Listing No.	Type of Property	Location of property	Listing price	Listing Broker	Selling Broker Comm.
0-2516	Urban, 2 houses, 2 cabins	Atherley	\$ 9,500.	R. J. Slessor, 19 Collier St., Barrie	3.80
0-2515	Housekeeping cottages & main lodge	Baysville	\$ 28,500.	R. C. Sanborn, Baysville	5.80
0-2507	Summer estate	Beaverton	\$ 81,000.	Gibson Bros. Limited,	
0-2506	Country executive residence	Brampton (12 mi north)	\$ 38,000.	100 University Ave., Toronto	3.80
0-2502	Hardware store & 2 apts	Beaverton	\$ 27,500.	D. H. Maxwell Ltd., Box 12, Clarkson	3.80
0-2482	Farm & country estate	2nd conc. Bentinck twp.	\$ 25,500.	Lloyd Realty (Oshawa) Limited,	
0-2478	Garage & dwelling	Bright	\$ 47,500.	93 Simcoe St. N., Oshawa	5.80
0-2470	Residence	Barrie	\$ 59,000.	John E. Lumley, Markham	3.80
0-2434	Farm, 139 1/3 acres	Brampton, per acre	\$ 1,000.	George Whitney Limited,	
0-2438	Vacant land	Brantford (1/2 mi north)	\$ 21,000.	49 King St. E., Kitchener	5.80
0-2327	Farm 49 acres	Pickering twp.	\$ 32,500.	O. H. Lacey, 98 Bayfield St., Barrie	3.80
0-2480	Summer resort	1 mi east of Dorset	\$ 48,000.	Gordon A. Hutchison,	
0-2489	Summer resort	Longline Lake	\$ 27,000.	29 Queen St., Brampton	3.80
0-2499	Gas station, snack bar	4 mi west of Fenelon Falls	\$ 27,000.	Misener-White & Co.,	
0-1910	Residence & farm	Fonthill	\$ 80,000.	13 1/2 George St., Brantford	3.80
0-2511	Summer residence	Gibson twp.	\$ 7,500.	Thomas J. Wignall, Markham, Ont.	3.80
0-2514	Farm, 200 acres	Holland twp.	\$ 8,900.	Thos. N. Shea, Box 3, Markham	5.80
0-2486	Urban house	Hillsburg	\$ 12,000.	R. C. Sanborn, Baysville	5.80
0-2491	Bowling Alley Business	Hamilton	\$ 39,000.	Goodman, Arkwright & Anderson Ltd.,	
0-2437	Summer residence land	Humphrey twp., per ft.	\$ 10.	64 Lindsay St. S., Lindsay	5.80
0-2500	Motel, gas stn, snack bar	4 mi west of Ingersoll	\$ 29,000.	Toronto General Trusts,	
0-2226	Garage, showroom	Jarvis	\$ 50,000.	253 Bay St., Toronto	3.80
0-2199	Retail florist business & greenhouses	Centerville	\$ 90,000.	Chambers & Meredith Ltd.,	
0-2364	Urban serv. stn. & garage	Kitchener	\$ 40,000.	227 Eglinton W., Toronto	5.80
0-2343	Urban residence	Kitchener	\$ 43,000.	Strung Real Estate Ltd.,	
0-2483	Year round lodge	Lindsay	\$ 28,500.	628 Bloor St. W., Toronto	3.80
0-2333	Resort, housekeeping cottages	Lake Saskatchewan	\$ 13,000.	Roy McConnell, Hillsburg	3.80
0-2508	Bowling alley	Meaford	\$ 46,000.	DiCesare & Olivieri,	
0-2510	Farm, 100 acres	McKillop twp.	\$ 21,500.	668 Barton St. E., Hamilton	5.80
0-2475	Gen. store, restaurant, service station	Minden	\$ 35,000.	Lloyd Realty (Oshawa) Ltd.,	
0-2428	Farm, 105 acres	Niagara Falls	\$ 141,750.	93 Simcoe St. N., Oshawa	5.80
0-2067	Motel	(or \$1,350 acre)		Irving Leaf Real Estate,	
0-2296	Farm & summer residence	Niagara Falls	\$ 100,000.	400 Concession, Hamilton	3.80
0-2476	Retail dry goods	Oakley twp.	\$ 3,500.	P. J. Harvey, 63 Darling St., Brantford	3.80
0-2512	Taxi business & garage	Owen Sound	\$ 65,000.	Sackville Agency,	
0-2445	Farm, 133 acres	Owen Sound	\$ 39,500.	166 Brock St., Peterborough	5.80
0-2425	Heavy industrial plant	Ops twp.	\$ 29,500.	Shortill & Hodgkins,	
0-2509	Produce business	Owen Sound	\$ 30,000.	2781 Yonge St., Toronto	5.80
0-2487	Grocery & meat store, gas pumps	Parkhill	\$ 120,000.	L. M. McLeod, 170 Dundas St., Brantford	3.80
0-2430	Commercial property	Pefferlaw	\$ 65,000.	W. J. Sansford, 248 Queen St. E., Brampton	3.80
0-1900	Summer resort	Preston	\$ 24,000.	R. C. Young Realty Ltd.,	
0-2517	Restaurant	Presquile Point	\$ 35,000.	687 Queen St., Niagara Falls	3.80
0-2505	Factory, light manufac.	Stroud	\$ 30,000.	R. C. Young Realty Ltd.,	
0-2497	Urban factory	Streetsville	\$ 21,000.	687 Queen St., Niagara Falls	3.80
		St. Catharines	\$ 150,000.	P. G. Davy, Realtor, 282 Queen St., Kingston	5.80
				C. O. Hanbridge & Co.,	
				902 2nd Ave. E., Owen Sound	3.80
				Gordon A. Hutchison,	
				29 Queen St. E., Brampton	3.80
				J. A. Willoughby & Sons,	
				46 Eglinton Ave. E., Toronto	3.80
				Shortill & Hodgkins,	
				2781 Yonge St., Toronto	5.80
				Hugh McKervill, 402 Dundas St., London	3.80
				Olive Howe, Realtor, Whitby	5.80
				Dawn Duench, 52 1/2 King St. N., Waterloo	5.80
				Lorne L. Smith,	
				294 Aylmer St., Peterborough	5.80
				R. J. Slessor, 19 Collier St., Barrie	3.80
				Chambers & Meredith Ltd.,	
				24 King St. W., Toronto	3.80
				Youngblut & Cooper,	
				14 Queen St., St. Catharines	3.80

(Continued on page 16)

APPRAISAL INSTITUTE OF CANADA

The Examining Committee of the Appraisal Institute of Canada has standardized a general form. This should give some guidance to anyone who wishes to complete a Demonstration report assignment. We do not wish this form to be taken as the only workable type of report. There are instances when another might perform more satisfactory. However, by and large, it is a good method of procedure.

1. Cover Identification and/or Title Page

- (a) Address of the property.
- (b) The type of property it is (i.e., Single family residence, Retail store, Apartment block, Farm, etc.)

- (c) Name and address of the appraiser.

2. Letter of Transmittal

- (a) Date the appraisal was made.
- (b) Name and address of the addressee.

- (c) Salutation.

- (d) Date and source of your authorization to make the appraisal (optional).

- (e) Identification of the property.

- (f) Property rights appraised (this may be a reference to a subsequent page in the report).

- (g) Estimate of fair market value; if other, so state.

- (h) Date as of which the estimate applies.

- (i) Statement that the report contains:

- 1. Specified number of pages.

- 2. Specified number of exhibits.

- (j) Statement of certification.

- (k) Signature.

3. Table of Contents:

— giving page references

4. Summary of Salient Facts and Important Conclusions

- (a) Date of valuation.
- (b) Size of building.
- (c) Size of land.
- (d) Value of land if vacant.
- (e) Value by Cost Approach.
- (f) Value by Market Approach.
- (g) Value by Income Approach.
- (h) Final conclusion of value.

This summary should cover *only* and *all* of the *important* conclusions of the report.

5. Definition of the Appraisal Problem

- (a) Purpose and function of the appraisal.

- (b) Legal description.

- (c) Property rights you appraised (i.e., fee simple, fractional interest, leasehold interest, easement, etc.)

- (d) Date as of which the value estimate applies.

- (e) Define the value to be estimated.

6. Contingent or Limiting Conditions

- 7. Give a brief description of the pertinent features of the city or region, or if rural, the farming area, pointing out trends you deem significant in relationship to the probable future marketability of the subject property.

8A. If a Residential Property, describe the neighborhood as to:

- (a) Age.
- (b) % built up.
- (c) Type and class.
- (d) District boundaries and location with respect to city growth.

14. Description of Improvements

- (a) Character, type and class.
- (b) Age and size and area.
- (c) Architectural design and layout.
- (d) Number of units.
- (e) Condition.
- (f) Building material.
- (g) Equipment and furniture.
- (h) Yard or site improvements.
- (i) Adequacy for the site.
- (j) Recommended needed repairs. Deferred maintenance, if any.
- (k) Estimate of remaining economic life.

15. Comments on functional qualities.

For Addenda —

Plot plan and/or floor plan (preferably letter size).

16. The Cost Approach

- (a) Explanation of the approach.
- (b) Estimate of reproduction or replacement cost.
- (c) Explain the method used to estimate reproduction or replacement cost of each of the improvements.
- (d) Justify the reproduction or replacement cost factor used.
- (e) Show effective age.
- (f) Explain the method used to estimate accrued depreciation. Justify its application to subject property in sufficient detail to be clear and convincing. Give reasons for estimates of physical deterioration, functional obsolescence and economic obsolescence.
- (g) Estimated value of improvements (after deducting depreciation from all causes).
- (h) Estimated value of property by Cost Approach.

17. The Income Approach

- (a) Explanation of the approach.
- (b) Show owners statement (for past 3 years if possible).
- (c) Analyze owners operating statement.
- (d) Show your reconstructed operating statement in proper form, inclusive of the following:
 - 1. Rent schedule.
 - 2. Vacancy and/or rent loss.
 - 3. Effective gross income.
 - 4. Operating expenses.
 - 5. Fixed charges.
 - 6. Reserve for replacements.
 - 7. Select the interest rate.
 - 8. Provide for capital recapture.
 - 9. Process the next income.
- (e) Give your reasons for each item, including the various items that make up operating expenses.
- (f) Explain and justify your selection of the interest rate.
- (g) Explain and justify the rate for capital recapture.
- (h) Explain the reason for your choice of a residual technique (if used).
- (i) Explain your reason for your choice of a capitalization rate.
- (j) Show surplus income, if any, and explain your treatment of it.
- (k) If there is furniture or equipment, show your reasoning for selection of the interest rate and rate for capital recapture.
- (l) Estimate of value by the Income Approach.

18. The Market Data Approach

- (a) List and describe each "comparable" property you considered in the market data approach (separate page).

- (b) Summarize the sales and listings, showing unit conversion factors, i.e. (per room, per sq. ft., per property, etc.).
- (c) Include a rating or comparison chart to illustrate the different adjustment factors between the "comparable" properties and the subject property, such as for time element, location, size, condition, topography, etc.
- (d) Justify application of multipliers if used.
- (e) Show the bracket of value indicated by your analysis of Market Data.
- (f) Show the reasons for the value that you have extracted from your analysis of Market Data.
- (g) Estimate of value by the Market Data Approach.

For Addenda —

Prepare a Market Data Map to identify the sales and listings, to be placed in the Addenda in the back of the report.

18. Correlation of Values

- (a) Summarize the three approaches.
- (b) State reasoning as to the weight accorded to each approach.
- (c) Final conclusion of estimate of value.

19. Certification (not as to value)

- (a) That you have personally inspected the property.
- (b) That you haven't any present or contemplated future interest in the property.

20. Appraiser's Qualifications

21. Addenda —

This should include:
appropriate maps and photographs
floor plans
plot plans

and any other material that may help the examiner to visualize and understand your appraisal problem and your reasoning in solving it.

PUBLIC RELATIONS

how to get along with - the press

One of the most vital elements in effective public relations is the newspaper. It can do you and your association a great deal of good. It is important, therefore, for the individual realtor to have an understanding of good press relations.

To a large extent, good press relations is a question of common sense.

There are, however, a few rules that will smooth the way.

Firstly, the newspaper editor, whether on a weekly paper, a small local or a large metropolitan daily, is a busy man. He cannot afford to take time dealing with trivia. Your personal contacts with him, and your releases to his paper, should be confined to occasions when you have something worthwhile or important to say.

News is what an editor believes will interest his readers. An opinion is not necessarily news; a mere statement is not necessarily news. It is who voices the opinion or makes the statement that gives it news value.

It follows, then, that your story should be given to the city editor with the knowledge that he may, or may not use it, as his sense of public interest dictates . . . and the knowledge that the other side of the story, if any, may also be obtained and printed.

MAKE IT NEWSWORTHY

Publicity material that gets into the paper gets in because it is newsworthy. The rest finds its way into his waste-basket — and the amount of publicity material that meets this fate is almost unbelievable.

The press wants news and information. It rejects propaganda, half-truths, misinformation, carefully-censored information, camouflaged advertising and puffs. What's more, it quickly comes to distrust the source of such unusable material.

The businesses which have the most successful relations with newspapers are those which lay their cards on the table frankly. When something newsworthy happens that helps the company, the newspapers are told about it in straight, simple language. When something newsworthy happens that seems to hurt the company, the newspapers' questions are answered in the same straight, simple language.

When a reporter approaches your concern, you help him get what he wants. If certain information must be "off the record", the reporter is told about it as background fact and asked simply not to use it.

And bear this in mind: if something happens in your company that is important enough to be published, the papers will probably get the story anyway. In the circumstances, you have two choices; either give out all the facts yourself, or let the newspapermen dig out their own material — which may, or may not, be fully accurate, and which may present only half the story.

You may present a message in a

newspaper in two forms, as paid advertising or as news. Only when the message is presented as advertising can you be assured that what you say will be presented fully, prominently and in exactly the form you intend. If your message is offered as news it will almost invariably be rewritten or edited to fit in with a lot of other editorial considerations of the moment.

Generally speaking, the news release you prepare for the papers should be straightforward in content and matter-of-fact in tone. They should avoid editorializing. It is possible, however, to convey a particular kind of impression by the stress you lay on particular features of your story.

When the press calls for information, you have three courses of action:

- You can tell them the facts.
- You can say, "I'm sorry, I don't have the answer this minute, but (if you really can, and should) I'll find out and call you back."
- You can say, "Sorry, but I can't discuss that particular subject at this time . . ." and give the reason why.

Remember, if you are more accessible to the press than your competition, you'll get the breaks more often than not.

The worst blunder of all is to make any reference to advertising. Any newspaperman worth his salt will hit the roof at any hint of advertising pressure. If you are an advertiser, that fact would be best left out of the conversation when dealing with the editorial side of the paper.

To recapitulate, here are some rules to follow:

- Present your facts in usable, understandable form.
- Time your announcements to suit the convenience of the newspaper.
- Help reporters to get what they are seeking. Try to anticipate their needs and provide background or biographical information and photographs where they are required. And here are some "Don'ts" to observe:
- Don't send news releases out with orders for advertising insertions. The editor will resent your seeming attempt to buy your way into his news columns.
- Don't bother the paper with trivialities. Let the editor come to expect that when you give him something it is worthwhile news.
- Don't hold anything back. Give the facts as you see them, fully, frankly, cheerfully.



MONTHLY CO-OP REVIEW

NEW BOARDS REPORT CO-OP SUCCESS

Several new Boards initially launched this year are reporting marked success with their co-op listing sales.

Orangeville, Ontario, a town of 10,000 in an agricultural area 45 miles north west of Toronto, report a total of \$144,650 in co-op sales since April. This figure may not be worthy of note to some of the metropolitan boards, but is impressive, for a newly-formed board, with few members.

Belleville and District Board started their system in July. We have not received statistics yet, but are investigating, and will report in next issue.

We can contribute the success of our co-op system, in a large part to the various membership committees, who are earnestly at work, crusading for new Boards. Alan Creer of the Vancouver Board, attended a meeting in Powell River, B.C. this past summer. This visit proved so encouraging, that Powell River may organize and become a member of the Provincial and Canadian Associations. Burnaby B.C. also claims a new Board and reports indicate that this new formation will be thoroughly progressive.

Builder Creates Goodwill

Major cause of annoyance to buyers of new houses — the number of things that always need fixing after occupation — is being eliminated by a builder.

This goodwill gesture, which is helping sell his houses, is based on a coupon system. On moving into a new house the owner is given a book of 14 coupons. Two of them are good for complete house inspections, one after three months, the other after six months.

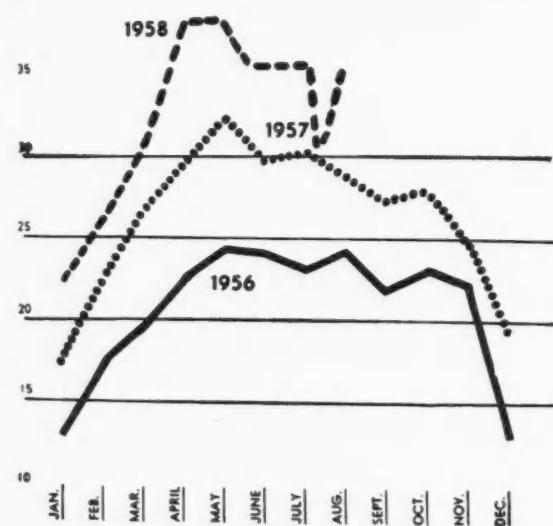
The rest of the coupons are each good for one hour of a serviceman's time. Any type of repair can be obtained in this way at no cost to the householder.

At the end of one year the remaining coupons can be redeemed for \$4.

Phil Seagrove, better known as "Mr. Co-op", with the comparative review of co-op operations across the Dominion.



CO-OP SALES GRAPH



Brantford Elects 1959 Officers

At a meeting November 5th, at which 55 Brantford Realtors were present, the following Officers were elected: President — Jack Plant; Vice-President — Clare McVicar; Co-op Chairman — Russ Gervan; Finance Chairman — Clare Johnson; Director — Don Jarvis.

Ontario Co-op Listings (Continued from page 13)

0-2481	Pharmacy business & equip.	St. Catharines	\$ 8,000.	Gordon Brisson Real Estate, 30 Geneva St., St. Catharines	5.80
0-2439	Industrial bldg., 39,500 sq. ft.	Smiths Falls	\$ 72,500.	Chambers & Meredith Ltd. 24 King St. W., Toronto	3.80
0-2399	Country property, lodge	Cardiff twp.	\$350,000.	Sands & Bateman Ltd., 359 Aylmer St. N., Peterborough	5.80
0-2518	Farm, dairy, 200 acres	Thorah twp.	\$ 30,000.	John F. deWith, Realtor, Newcastle	3.80
0-2498	Farm, dairy, 265 acres	Ops twp.	\$100,000.	Don Waterman, 47 Lindsay St. S., Lindsay	3.80
0-2433	Farm, 200 acres	Toronto twp., per acre	\$ 1,200.	Gordon A. Hutchison, 29 Queen St., Brampton	3.80
0-2190	Estate, 1000 acres	5 mi north of Verona	\$ 29,000.	P. G. Davy, 282 Queen St., Kingston	5.80
0-2249	Farm, 150 acres	6 mi west Lindsay	\$ 27,000.	Sackville Agency Ltd., 166 Brock, Peterborough	5.80
0-2228	Bowling alley	Windsor	\$120,000.	Hessenaar & Shantz Ltd., 385 Frederick St., Kitchener	3.80
0-2519	Vacant land, 18 acres	Fort Erie	\$ 35,000.	Percy C. Walton, 42 James St. S., Hamilton	3.80
0-2520	Vacant land, 18½ acres	Fort Erie	\$ 40,000.	Percy C. Walton, 42 James St. S., Hamilton	3.80
0-2521	Summer resort business	Manitowaning	\$ 25,000.	Bert Weir & Sons Ltd., 237 Dundas St., London	5.80
0-2522	Furniture & appliance store	St. Catharines	\$ 90,000.	H. E. Rose & Co. Ltd., 3 Queen St., St. Catharines	3.80

CAREB Co-op Statistics for September 1958

17

Positions as of Sept. 30th, 1957	Board	Gross Co-Op Sales			Listings			Listings Sold			Population in Thousands	
		Year to Date	Sept., 1958	Sept., 1957	Year to Date	Sept., 1958	Sept., 1957	Year to Date	Sept., 1958	Sept., 1957		
1	1	Toronto	\$ 96,442,537	\$ 11,091,019	\$ 8,768,758	18,102	2,217	1,589	6,054	706	554	1,400
2	2	Hamilton	33,452,961	3,170,597	3,978,121	7,913	843	764	2,777	262	315	260
3	3	Vancouver	31,127,304	3,583,418	3,447,917	10,374	1,126	877	2,611	277	288	650
7	4	Montreal	18,266,541	2,667,428	1,216,788	2,269	307	230	691	103	50	1,600
5	5	Calgary	17,182,891	2,038,920	1,283,353	4,003	402	330	1,242	141	100	210
4	6	Ottawa	16,798,805	2,887,032	1,459,730	2,715	261	260	1,067	174	90	220
6	7	Winnipeg	14,852,269	1,661,890	1,439,825	3,006	315	312	1,366	141	139	390
9	8	London	9,629,254	1,008,967	804,682	1,961	206	201	873	96	73	101
8	9	Edmonton	8,895,705	1,159,492	983,365	3,414	312	333	766	89	87	280
11	10	Victoria	6,767,029	785,887	673,972	1,752	168	188	746	89	76	125
12	11	Kitchener-Waterloo	6,406,885	786,075	519,234	1,385	135	109	568	66	46	32
10	12	New Westminster	5,898,678	646,089	722,228	2,967	271	277	735	84	82	74
13	13	Saskatoon	3,057,688	389,177	354,300	939	140	91	358	52	43	70
15	14	Brampton	2,834,016	400,000	287,650	562	49	59	360	51	35	53
22	15	Peterborough	1,986,919	333,075	84,000	535	72	15	182	32	8	45
17	16	Sarnia-Lambton	1,695,607	147,200	133,350	364	42	30	149	13	11	45
16	17	Windsor	1,628,508	134,900	108,350	515	59	39	142	14	11	45
26	18	St. Catharines-Niagara	1,565,936	169,190	39,753	611	61	19	152	15	157	
14	19	South Peel	1,500,080	119,530	172,475	336	30	41	91	11	11	15
20	20	Oakville-Trafalgar	1,477,220	124,650	65,100	249	37	13	80	5	4	13
21	21	Orillia	1,286,053	190,685	99,900	355	39	13	154	25	13	40
18	22	Oshawa and District	1,186,210	149,150	86,400	307	46	30	99	12	7	50
—	23	Greater Niagara	967,505	70,800	20,000	293	41	23	77	5	2	90
—	24	Fort William	705,850	94,000	44,400	181	24	14	75	10	6	42
24	25	Galt-Preston-Hespeler	596,700	65,400	37,400	193	29	23	55	6	4	35
25	26	Kingston	525,000	93,650	26,950	87	8	4	40	7	2	55
28	27	Welland and District	474,185	67,550	30,850	320	44	23	57	7	5	15
—	28	Chatham	229,700	83,800	—	117	11	—	42	7	—	30
23	29	Sudbury	410,000	18,500	55,550	151	6	12	27	1	4	40
—	30	Tr-County	311,750	nil	—	149	13	—	16	nil	—	80
31	31	Cent. Alta (Red Deer)	304,181	17,400	77,000	142	13	4	35	3	6	17
29	32	Barrie and District	291,100	28,300	77,525	95	13	20	24	2	8	19
32	33	Cornwall	287,889	8,500	22,400	132	8	10	26	1	5	31
30	34	Sault Ste. Marie	220,900	10,000	57,900	60	5	7	22	1	4	25
33	35	*Nanaimo County	131,010	18,500	—	129	15	—	13	1	—	30
19	—	**Regina	733,147	74,600	54,433	243	23	15	68	7	6	90
Total:			\$298,020,307	\$34,295,321	\$27,393,092	69,827	7,391	5,993	22,570	2,516	2,113	
*Report incomplete												
*Final copy												

'Move Over Men'

(Continued from page 9)

expanded with the area and she reached into other sections of the city.

Although Mrs. Halliday thinks real estate is a "natural" for women, she warns that it "is not a part-time business to be conducted over a bridge table."

Mrs. Halliday advised women who want to get into real estate to take as many of the intensive training courses at colleges and universities as they can to learn the financial, ethical, legal and business sides of it.

Salary? It depends on how hard a woman works and her ability. In 12 years, Mrs. Halliday has become a wealthy woman.

Other Boards reporting women as sales personnel are: Victoria 31; Winnipeg 17; Edmonton 3; Halifax 11; Fort William 3. Note: We are grateful to all Boards who took time to report on our requests. Co-operation like this will surely make for a better Realtor in months to come.

Bake Off Winner

Donald de Vault, a Delaware, Ohio Realtor, is a lucky man. His wife won the top prize of \$25,000 in the 10th National Pillsbury Bake-off, for her recipe "Spicy Apple Twists".

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EDITORIAL

(Continued from page 3)

Hugh Shortill, A Toronto Realtor, in his address to the Brampton Real Estate Board, in October of this year, said "The day of the curbstone Broker has vanished." We interpret this remark to mean, that no longer can a man be a successful part time Broker with additional income from work as a garage mechanic, Store owner, feed mill operator etc. Real Estate has become too complex for this.

In order that the business of real estate be lifted onto a high and ethical plane, your Canadian Association has pressed for and gained, legislation in most Canadian Provinces which are enacting licensing Laws. As time passes these laws will become more stringent, until we have joined the tight axis to which clings other professional groups such as the Law Society, Engineer's Association and others of the ilk.

Your local Boards, working under the direction of C.A.R.E.B., the parent organization, either have, or will in the near future, institute the ground work for educational courses on the local level.

In Vancouver, the British Columbia Association has donated \$50,000 to the University of B.C. to create a Chair in Real Estate. Professor T. H. White has joined the faculty to conduct this course, which will lead to an academic degree.

In Montreal, the Extension Department of the University of McGill has commenced a correspondence course in Appraising co-sponsored by the Appraisal Institute of Canada and the Montreal Real Estate Board. Toronto reports Appraisal course #2 will be sponsored by their Board with studies to commence on February 23rd, 1959. This will be a two week, '5-days-per' stint, with successful graduates allowed the privilege of applying for membership in the highly professional M.A.I. of America.

Waterloo College are offering Evening Classes in Real Estate, sponsored by the Kitchener-Waterloo Real Estate Board. Amot Parrett, M.A.I., A.A.C.I., F.R.I., S.R.A., Vice-president Toronto Chapter, Appraisal Institute of Canada, will be the instructor, and the course will run for twenty-three weeks.

We note also that Peterborough, Ontario is offering a \$500 bursary to high school students of that city. This bursary enables the successful student to enter any University of his choosing. Although the two students who split the 1958 bursary will not be taking any college course aligned to Real Estate, Mr. Ross Thompson, Chairman of the Bursary Committee has stated that he hoped in the future the winning student would

take a course in Commerce and Finance or, Business Administration.

In July of this year the University of Toronto Extension Schools announced the graduating students who completed their third and final year in the C.I.R. Course. Each of the top Students, when interviewed, stated quite flatly, that the course is completely essential if one is to pursue a career in Real Estate.

Thus, from Coast to Coast, great strides are being made to lift us up from levels of mediocrity. The channels of communication between Boards is strong. Close liaison between Provincial and local Boards, and between local boards and their members is becoming more evident every day. With all these encouraging signs facing us, we in turn can face the business world with the profound feeling that. "There is strength in our Union and, no discord in our actions."

USE ONTARIO CO-OP SYSTEM

ANY WAY
YOU LOOK AT IT



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Association of Real Estate Boards

B.C.A.R.E.B. \$50,000 GRANT BEARS FRUITATION

A \$50,000 grant made by the British Columbia Association of Real Estate Boards, to the University of British Columbia in the fall of 1957, has now made possible a Chair in Real Estate under the Faculty of Commerce and Business Administration.

Ed's note: As the aforementioned grant is a very important milestone, in C.A.R.E.B. efforts to place Canadian Real Estate onto a highly professional plane, we feel that we must reprint the latter part of this article. The original announcement of the British Columbia Board's grant was published in the December edition of the Realtor.

This announcement culminates more than five years of sustained effort on the part of the B.C. Association of Real Estate Boards to provide courses in real estate leading to a degree with the ultimate object of appreciably raising the standard of qualifications in the real estate business.

In a letter to the University last fall which outlined the Association's willingness to assist financially, Col. Herbert R. Fullerton, President of the B.C. Association of Real Estate Boards and one of the first exponents of the proposal, stated "the British Columbia Association of Real Estate Boards has obtained commitments from the New Westminster Real Estate Board, the Multiple Listing Bureau of the Real Estate Board of Victoria and from the Directors of the Vancouver Real Estate Board, to provide in the aggregate up to \$10,000 annually for a five year period to furnish the necessary support for the establishment and maintenance of the Chair in Real Estate."

Charlie Brown, chairman of the

education committees of the B.C. A.R.E.B. and the Vancouver Board, added that the establishment of the Chair and implementation of a degree course in real estate with a strong balanced curriculum, will give the B.C. real estate industry a terrific head start on the rest of the country by providing better trained personnel in all levels of real estate activity. "The course as proposed," continued Mr. Brown, "is unequalled in Canada and so far as we know, in all of North America."

Members of the B.C. real estate industry paid special tribute to both Mr. Fullerton and Mr. Brown for their untiring efforts towards this goal. Since the real estate business first looked into the possibility of better educational facilities and training for potential real estate people, Mr. Fullerton and Mr. Brown and his committee, have examined data relating to every real estate course taught in Canada and most of those available in the United States.

As a result of their extensive research they came to the conclusion that no existing course had sufficient scope to achieve the standard desired here and, working with the Faculty of Commerce and Business Administration, outlined a program of possible courses which would better fill the industry's present and future needs.

Col. Fullerton also expressed the industry's appreciation to Dean MacPhee for his co-operation and work after being approached by the real

President:
M. G. Klinkhamer, Cranbrook.

Vice-Presidents:
Mladin G. Zorkin, Nanaimo; Fred Philips, New Westminster.

Past-Presidents:
Col. H. R. Fullerton, Vancouver.

Directors:
George Brown, Harold Chivers, Charlie Brown and Fred Urquhart of Vancouver; Laurie Kirk and P. D. Holmes, Victoria; W. E. Anderson, North Fraser; J. R. Harvey, Quesnel; G. F. Brown, Surrey; E. B. Cousins, Kootenay.

estate industry for assistance and advice, particularly in setting forth the requirements of the staff which would be needed to handle such a broad curriculum and in determining whether or not persons with the desired qualifications could be found.

• • •
Prof. E. D. MacPhee, Dean of the Faculty announces the appointment of Professor Philip H. White, head of the valuation department of the College of Estate Management at the University of London, England, to the staff of the Faculty of Commerce and Business Administration at the University of British Columbia.

In announcing the appointment Dean E. D. MacPhee said Professor



PROFESSOR WHITE

White would be engaged in teaching and research in estate management including land economics and development, financing, taxation, appraisal and investment.

He will also organize and direct a pre-licensing course for the Real Estate Council of B.C. and conduct evening and correspondence training courses in real estate and appraisal.

Educated at the University of Edinburgh and the University of London, Professor White was named head of the evaluation department of the latter University in 1952. He is the author of numerous books and pamphlets on assessment appraisal and valuation.

COAST-TO-COAST

SECRETARY INVENTS COMMISSION INDICATOR



Fred Staunton, Secretary of Canada's largest Real Estate Board, has come up with an ingenious device for determining commissions on various real property transactions. This wheel is the result of many complaints, particularly by the newer salesmen, who have hitherto been unfamiliar with the many commissions charged.

Mr. Staunton said "Although we do have charts available on commission charges, these are either lost or misplaced. With this wheel type determiner, all the salesman has to do, is pull it out of his brief case and dial his needs. A further gain is experienced by the complete ease with which a salesman can spot the rate applicable."

The card wheel is in effect two wheels. The larger "A" shows the various types of transactions that occur. Window "B" shows the rates applicable.

The Toronto Real Estate Board took advantage of Mr. Staunton's invention by ordering and distributing several thousand of these instruments.

The cost of the wheel in quantities of 5,000 run at approximately eight cents each.

If other Boards are interested, a

commission card wheel will be sent gratis. Just write:

Mr. Fred Staunton
Secretary
Toronto Real Estate Board
1883 Yonge Street
Toronto

Many favourable comments have been heard, regarding this invention, and it is just one more evidence of how our various Secretaries are "throwing their weight behind the wheel!" We would like to add our own congratulations and thanks to Mr. Staunton and his colleagues across Canada.

SAGE OBSERVATIONS

The following excerpts were lifted from an address delivered by Hugh Shortill B. Comm., F.R.I., to the Brampton Real Estate Board, October 27th. Mr. Shortill is the President of Shortill & Hodgkins Ltd., prominent Toronto Realtors. He is much sought after as a speaker, both Nationally and Internationally.

- There are 13,000 apartments available in Toronto with only 7,000 demands. This situation will remain for another year.
- Land is so scarce in Metropolitan areas that one would do well to buy and/or develop on the fringe. Fur-

ther expansion is inevitable, a person can't miss with this great opportunity. Toronto is so short of land they are dredging Lake Ontario to create land which will cost upwards of \$100,000 per acre.

- Buy Vacation property. What with the jet age upon us and other rapid means of transportation, coupled with a foreseeable 32 hour week, people are going to have lots of time to play.
- Better appraising is needed. More Realtors will have to study this specialty to take the guess work out of real estate.
- Education is a continuous business. There is no one who can claim to have all the knowledge needed to conduct a complete Real Estate Business.

Thumbnail Sketch



The above photo is that of Ervie Harvey Jackson, Calgary, 1958 President of the Alberta Real Estate Association.

Mr. Jackson was born in Strathmore, Alberta, and attended school at Evart and Rimby, Alberta, and later took a business course in Edmonton. Mr. Jackson farmed prior to the Second World War, during which time he spent six years in the Canadian Army and served overseas in many theatres of operation.

Following the war Mr. Jackson entered the real estate business as a salesman in Calgary, and in 1951 formed a partnership with Mr. Jack Rich under the name of Rich & Jackson Ltd. This firm operates seven offices in Calgary and employs 60 salesmen. In addition to serving on the Board of Directors for the Alberta Real Estate Association, Mr. Jackson was the Chairman of the Calgary Co-operative Listing Bureau in 1955.

THE AGE OF SPECIALIZATION IS UPON US

1959 Ontario Convention to be best ever promises Executive Directors. Emphasis to be placed upon Business Sessions and Technique Panels.

Modern Real Estate has got to the point where specialization is needed. No longer can a Realtor conduct all phases of Real Estate without the assistance of specialists. (See Editorial page 3.)

The O.A.R.E.B. 37th Annual Convention, to be held in March of 1959 promises a complete agenda. Ably conducted by experts in the various divisions, attending delegates will have an opportunity to listen in, and discuss the many problems recurrent in 1959 Real Estate practice. In the December edition of your Realtor, we shall publish the complete program.

In the meantime, why wait? Send your coupon in today! Don't be the man who says: "Heck, next March is so far away, I don't have to commit myself now!"

Next March isn't far away. The dates (March 1st-2nd-3rd) will be here before you know it!

GUEST SPEAKER



Joe Connell

Mr. Connell, General Secretary of Kitchener's Y.M.C.A. will address the delegates at the London Convention in March. Mr. Connell is a widely travelled and informed speaker. He is past-president of the International Association of Y. Men's Clubs, which exists in 34 countries of the world.

ONTARIO ASSOCIATION REAL ESTATE BOARDS

37 ANNUAL CONFERENCE 59

MARCH 1st — 2nd — 3rd

AT LONDON, ONT.

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Brokers, Salesmen and Salesladies	\$35.00
Wives and Guests	20.00
Daily Registration	20.00

Registration fee includes **EVERYTHING: ALL BUSINESS SESSIONS**

ALL LUNCHEONS — ALL RECEPTIONS — ALL DINNERS

FINAL BANQUET — ENTERTAINMENT

*Watch December "Realtor" for Conference Preview

You'll be able to enjoy the 1959 O.A.R.E.B. convention in London more if you know that the hotel space you want is all arranged. And the best way to ensure that is to **register now**. Please send both your registration and reservation immediately. Be sure that the form below is filled out completely, not omitting the time of your arrival so your room can be ready when you want it.

O.A.R.E.B.'s 37th ANNUAL CONVENTION
MARCH 1st.-2nd.-3rd.
HOTEL LONDON
LONDON, ONT.

TO: MR. W. H. FOLLOWS,
Ont. Association Real Estate Boards
109 Merton Street
Toronto 7

I plan to attend the conference, and enclose my cheque for \$ to cover the registration fee. It is understood that in the event I am unable to attend, this advance will be refunded to me, provided I advise you before February 15th, 1959.

NAME STATUS
(Broker, Salesman, Guest)

ADDRESS CITY & PROV.
I am a member of the Board.

Hotel accommodation required Single Double Suite

Arrival date and time Departure date and time

Below I have indicated exactly how I would like my name to appear on my identification badge:

MY NAME WIFE'S NAME

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(If you do not wish to clip this coupon . . . order on your letterhead.)

PERSON TO PERSON



appointment

... we hear tell that Irwin Davis, secretary of the Real Estate Agents Licensing Board of B.C., which was recently superseded by the B.C. Real Estate Council, has been appointed secretary of the B.C. Association of Real Estate Boards.

Mr. Davis succeeds Alan G. Creer, who will remain Secretary of the Vancouver Real Estate Board. The change in secretaryship followed a suggestion by Mr. Creer to the Directors of BCAREB that the Association would be more able to prosper if the secretaryship was not tied to any one of the Association's constituent boards through a common secretariat. Mr. Creer's resignation was accepted with deep regret and appreciation for his past services to BCAREB. Welcome aboard Irwin. . . .

conventionaire's delight

... the Morning Coffee Company, San Diego, have come up with an automatic coffee making machine which is affixed to the wall of the hotel or motel room. Press a button and your coffee, sugar and cream mix enters the cup, press another and boiling water fills the cup. This idea should catch hold in Canada . . . specially in rooms of those who are getting up from one of those 'nights before' . . .

EVERYBODY reads the **Spectator**

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if you please

... one Montreal Convention delegate trying out his new-found French on a cute blonde elevator operator at the Queen Elizabeth Hotel, said, "Duh-se-um etage Si'l vous plait." He wanted to get off at the 12th floor. She kicked him off at the second. He still ruefully admits that the walk wasn't worth it, thereafter he stuck to English. Later on in reminiscing, he said, "How ta heck can a person tell the difference between Deauieme-etage and douieme-etage?"

exercise par excellence

... Hugh Watson who writes the 'Early Bird' column for the Vancouver Province, claims he caught a Vancouver Realtor in the act of hula-hooping. His initials are H. I. in case any other B.C. Broker needs lessons. . . .

all mixed up

... one of the staunch pillars of Canadian Merchandising, T. Eaton Company, have come out with a new idea to publicize the fact that 85 cents on every dollar spent by them is used to purchase Canadian goods. Now, when a customer tenders money for a purchase and expects more than one dollar in change, one of the dollars of her change is cellophane wrap'd and embellished with a maple leaf which contains the above 85 cent message.

The tolerance of Eaton's has long been unquestionable, as is indicated by this little story.

The wife of a credit manager for a large downtown Toronto corporation, received two automatic kitchen mixing units for Christmas. She sent her husband into Eaton's with one of them, instructing him to get cash for the unit. Mr. X. went to the exchange counter and asked the attendant to take the machine back "As my wife doesn't like it!" The girl said, "I don't think you bought this unit here, we haven't stocked this model for three years." Mr. X, feeling trapped, said the first thing that came into his mind, "Sure did, I bought it here three days ago." The girl got the floor manager, who eyed Mr. X skeptically, then said, "Are you sure you bought it here?" "Yep . . . I'm sure." "Well then," said the manager, "Give the gentleman his money."

After Mr. X had slunk out, the girl turned to the manager and said, "How long are we going to keep this up? This is the third unit turned in this week."

The gist of the story is that many women taking advantage of a Mixer sale in a big store not too far from Eaton's, purchased the units as Christmas gifts and some of these had ended up at Eaton's exchange desk.

Long after, in relating the story, Mr. X said, "I still shudder every time I think of that silly transaction. Some day I'm going into Eaton's and buy a mixer, just to settle my own conscience" . . .

1959

If you're the long-range planning type, you may be interested to know, that next year, the National Association of Real Estate Boards of the United States will be holding its annual convention in Toronto, in November, 1959.

Also on the books for 1959 is the OAREB conference, scheduled for March 1st, 2nd, 3rd, in London, Ont., and the Canadian Association Conference scheduled for Saskatoon, in October.

LETTERS TO THE EDITOR

Dear Sir:

We received the back copies of the "Canadian Realtor" in today's mail as requested and I want to thank you for your immediate interest in sending these to us.

I know there is valuable information in each one and we shall look forward to reading each month's magazine as it reaches us.

Yours truly,
J. M. Rowcliffe,
London, Ont.

Dear Sir:

I want to tell you that I think the Convention this year was the greatest yet. I fully enjoyed every bit of it.

It is a pity that Realtors all over Canada do not realize how important it is for them to put in an appearance at a convention such as ours.

Yours truly,
Frank J. Conway,
Sherbrooke, P.Q.

They've Passed Beyond

Died October 16th

Alfred G. Price, 64, Toronto Real Estate Broker, at his home, 124 Royal York Road, Toronto. He was predeceased by his brother, the late William Arthur Price, with whom he conducted his business. He had many friends amongst the trade!

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